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**Supplement to  
AOR 1996-16**

- THE BLOOMBERG Terminal
- BLOOMBERG Business News
- Publications
- Television
- Forum
- Radio
- Energy Products



Bloomberg PERSONAL Online is the most recent addition to the Bloomberg Media Family. Now the data and analysis available on the Bloomberg Terminal can be used by the interactive investor. The online site provides additional information on subjects covered by Bloomberg PERSONAL on TV, The PERSONAL Finance Television Show. Viewers who watch the show, are treated to "behind the scenes" information on a private basis. This way, today's sophisticated investor can turn to Bloomberg for information and knowledge via multiple venues.

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## We Make the Headlines

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**BLOOMBERG Business News**, an affiliate of **Bloomberg Financial Markets**, is a 24-hour, global news service founded in 1990. Bloomberg's more than 350 reporters and editors in 63 bureaus around the world include a Pulitzer Prize recipient and several award-winning writers. Anchored by veteran journalists with more than 15 years experience, BLOOMBERG Business News instantaneously transmits more than 3,000 staff-written stories daily to over 140,000 on-line customers. BLOOMBERG Business News is accredited and recognized throughout the world by all journalism societies and major governments for its independent coverage of economic, financial and business affairs. These include Washington's House-Senate Standing Committee of Correspondents, the U.S. Securities and Exchange Commission, the Federal Reserve, the World Bank, and all major stock exchanges.

BLOOMBERG Business News is a full-service news service available on a dedicated computer terminal called THE BLOOMBERG. Stories are fully integrated into THE BLOOMBERG's newsminder, which instantly alerts users to developments in all stock and bond markets. BLOOMBERG Business News pioneered the use of "live" charts and historical data in every story, making each dispatch unique. BLOOMBERG Business News also created computer-generated stories on all the major stock and bond markets.

## Primary Source for Leading Newspapers

The BLOOMBERG Business News byline regularly appears in more than 160 flagship newspapers throughout the U.S., Europe and Asia, including The Baltimore Sun, Boston Globe, Dallas Morning News, Denver Post, Detroit Free Press, International Herald Tribune, Miami Herald, Milwaukee Journal, New York Times, Newsday, Omaha World Herald, Orange County Register, Philadelphia Inquirer, Portland Oregonian, San Francisco Chronicle, San Jose Mercury News, Singapore Business Journal, Singapore Straits Times, South China Morning Post and The Washington Post.  
A complete listing of publications where the BLOOMBERG byline appears regularly.

BLOOMBERG Business News provides around-the-clock live coverage of the world's governments, corporations, industries, and all major financial markets in North America, Latin America, Europe and the Far East. These include government, corporate and municipal bond markets, equity and preferred stock markets and industries, commodities and currencies.

BLOOMBERG Business News reports on the press by providing brief comparative accounts of news from major sources such as the Financial Times, Investor's Daily, The New York Times, The Wall Street Journal and television networks. Comparative reports typically are no more than three sentences and are designed to direct to the reader to potentially market-moving information about a company or markets anywhere in the world. Reports on press coverage are categorized by company, industry, region and market.

Stories are enhanced by exclusive Bloomberg historical information as well as comparative tables and charts. THE BLOOMBERG is thoroughly interactive. BLOOMBERG Business News stories are keyed to Bloomberg data and functions. For example, a story on an expected rallying of the government bond market can help to illustrate performance of the market with on-line graphs of real-time prices from around the world. BLOOMBERG Business News is also integrated with the newsminder capabilities of THE BLOOMBERG, including portfolio and news alert monitors.

Bloomberg subscribers receive at no extra cost full-text press releases of all ratings agencies, PR Newswire and Business Wire, and numerous international wires including Deutsche Press Agentur and UPI.

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## BLOOMBERG NEWS

26 Apr 1996, 10:31 AM EDT

- Top Business/Financial News
- BLOOMBERG Page One
- Snapshot of World Markets
- U.S. Equity Preview
- U.S. Equity Movers
- U.K. Equity Movers
- Japan Equity Movers
- Major Newspaper Headlines
- Mutual Funds News
- BLOOMBERG Columns

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### FINANCIAL HEADLINES

- Chancellor Kohl Sees German Growth of 0.75% This Year
- U.S. Treasury Bonds Steady Before Economic Reports
- Aetna 1st-Qtr Earnings Rise 20% on More Health Insurance Profit
- Dollar Falls vs Yen; Bank of Japan Reportedly Could Raise Rates
- U.K. Consumer Activity Indicator Up for Eighth Month
- Borg-Warner to Acquire Automotive Businesses From Coltec Industries
- Jochimsen Says Bundesbank 'Not Finished Yet With Rate Cuts'
- Wireless One to Acquire TruVision Wireless for \$45 Million
- Japan's March Industrial Production Fell 4.3%



**Bloomberg PERSONAL TV**  
 USA Network  
 Saturday 6:30 AM EDT/PDT

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## BLOOMBERG INFORMATION NEWS RA WBBR-AM 1130

### NOTE:

To hear WBBR live, you will need to download the Streamworks player for Windows, Mac, or Unix from the Xingtech web site. Follow the instructions for installation for your specific platform. After configuration, you'll be able to hear WBBR Info 1130, 24 hours each and every day of the year, live on your computer!

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- WBBR LIVE! (16k/28.8kbps or faster)
- WBBR LIVE! (8k/9600 or 14.4kbps)
- Top Business News
- Financial Market Reports: Updated Every 20 Minutes
- World & National News
- Agricultural & Commodity Reports
- Forum Interviews
- Commentary - Left, Right, & Center
- Consumer & Fashion
- Sports Comentary
- Health & Legal
- Arts & Style
- BLOOMBERG Affiliate Radio Stations

### Bloomberg News Radio WBBR AM 1130

is another unique and progressive news service from Bloomberg, L.P., the worldwide leader in news financial information and business analysis. WBBR AM 1130, New York's new and only "non-crime" news radio station, adds a different, exciting dimension to the already dynamic business information provided by **BLOOMBERG Business News**. WBBR is a full service radio station which helps listeners find out everything they need to know to survive and thrive in their professional and personal lives. Every twenty minutes, every hour, every day, WBBR AM 1130 reviews important world events and business news, whether to bring an umbrella to work, if the local teams won last night, how to make the most of your money and what to do tonight for entertainment. Fresh, non-repetitive, up-to-the-minute coverage makes BLOOMBERG News Radio AM 1130 stand out.

### NEWS 1130 WBBR

### THE TRI-STATE NEWS STATION

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## **Bloomberg Information Television**

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### **National, International and General News**

Every information-packed half hour presents 50 fast-braking stores with intelligent examination of how the events they cover affect financial markets. Topics include global issues, business reports, interviews with top newsmakers and educational segments.

### **Finance, Weather, Sports and Lifestyles**

*Bloomberg Information Television* delivers that latest summaries of the world's major securtities, commodities markets and exchanges while content across a broad scope of subjects entertains and informs an audience turning in to sharpen it's competitive edge.

### **Breakthrough Multi-Screen Format**

As live stock, bond, commodity updates, sports scores, entertainment news and horoscopes appear on the upper left screen, live market prices scroll across the bottom panel while in the upper right reporters add personality and graphics dazzle the eye.

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## Bloomberg Business News on PBS

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### Strike Before Decision Is Made

Reach executives, managers, professionals and upscale consumers through the precision of an early morning network news venue that delivers a detailed close up of events in the business world that will have an impact on the bottom line that day

### Environment That Carries Weight

Exclusive interviews with corporate chieftains and Live financial feeds from London, Tokyo, Europe and the Far East give viewers a global perspective on the markets, providing discerning investors and business decisionmakers with profound insight.

### Giving Corporations A Voice

Top business leaders and Washinton newsmakers provide a street-wise perspective on key issues of the day, educating viewers about the international economy, stocks, bonds and options

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## The BLOOMBERG Forum

**Bloomberg Financial Markets** is a leader in multimedia information services. The exclusive **BLOOMBERG Forum** executive interview series leverages the strengths of the award-winning **BLOOMBERG Business News** service and the **BLOOMBERG** on-line terminal. With a single Forum visit, a company's top management can hold conversations about their business and deliver their message through a variety of media to millions of investors, issuers and intermediaries around the world.

### The Bloomberg Forum Audience

From small growth companies to multibillion dollar conglomerates, the **BLOOMBERG Forum** helps companies communicate with:

Millions of financial professionals worldwide through print and multimedia reports on-line over the **BLOOMBERG** as well as in person through meetings held at Bloomberg conference centers

Millions of individual investors through **BLOOMBERG Business News** articles in newspapers, magazines, television and radio

### Multimedia Delivery to Your Target Audience

A **BLOOMBERG Forum** visit begins with a videotaped interview with a **BLOOMBERG Business News** reporter in one of our television studios. Professionals worldwide access this important information through print, television, radio, and audio/visual reports on the **BLOOMBERG**.

### BLOOMBERG Business News Print Distribution

With 350 reporters in 63 bureaus, **BLOOMBERG Business News** transmits 3,000 stories daily via the **BLOOMBERG** and distributes news stories to 160 U.S. and international flagship newspapers in 25 countries, including:

The New York Times,  
The Washington Post,  
The Los Angeles Times,  
The International Herald Tribune,  
The European,  
Hong Kong Economic Times, and  
Asahi Evening News.

Forum highlights also appears in **BLOOMBERG Personal**, the monthly personal finance supplement to U.S. newspapers that help families make decisions about their money.

### Television Distribution

**BLOOMBERG** television programming reaches a growing audience of investment professionals and sophisticated consumers. Selected Forum interviews are featured on **Bloomberg Business News**, which airs weekdays on 155 public and commercial television stations across the U.S. and Canada, **BLOOMBERG Information TV**, a 24-hour news service available on **DIRECT** satellite television and cable outlets, and **BLOOMBERG Television's** 50-seconds news capsule programs. The Forum also supplies interviews to USA Network's **First Business** on cable television.

### BLOOMBERG Information Radio Distribution

**BLOOMBERG Forum** interviews are featured on **WBBR AM 1130**, an all-news radio station in the New York City area, on **WBNW Business 590** in Boston, on nationally syndicated programming across

the U.S. and on the BLOOMBERG terminal.

## Multimedia on THE BLOOMBERG

All BLOOMBERG Forum interviews appear in their entirety as multimedia reports on the BLOOMBERG. The sound allows users to experience the human dynamics behind a story, while still video frames and charts capture the speaker's essence and provide analytical assistance. Videotapes of all Forum interviews and conferences may be ordered on the BLOOMBERG.

## Conferencing with Decision-Makers

BLOOMBERG Conference Centers in New York, London, Tokyo and Hong Kong are available for analyst and shareholder meetings held in conjunction with Forum interviews. Professionals worldwide can participate in meetings in person or through conference lines. Centers are equipped with large screen projection and the BLOOMBERG to display visual material and financial information.

For more information about the BLOOMBERG Forum, contact our New York, London, Tokyo or Hong Kong offices.

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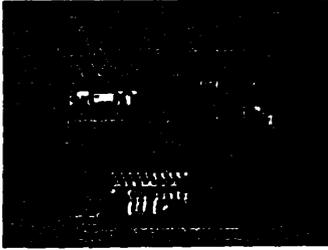
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## BLOOMBERG TERMINAL



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**THE BLOOMBERG** includes, for one price, delayed exchange feeds from the world's exchanges, currency feeds from top interbank trading floors, over a dozen different **newswires**, and descriptive information, research and financial statistics on over 52,000 companies worldwide. Historical data on every security type—stocks, bonds, currencies, derivatives, synthetics, strips and floaters are provided without charge.

**THE BLOOMBERG** provides tickers (block and selective), monitors, montages, limit minders, news alerts, indices, trading statistics, and intra-day and historical charting. Technical analysis capabilities include money flows, histograms, moving averages, candle charts, "fair value", oscillators, RSI's, stochastics, total return analysis, volatilities, betas, butterflies, duration/convexity, sinking funds, book value, cost-of-carry, and option adjusted spreads.

Complete fundamental data, including **earnings estimates** (i.e. I/B/E/S), financial history, balance sheets, income sheets, income statements, dividend history, company descriptions, "peer" comparisons, 13D's, 13F's and Form 3's/4's/5's and 144's are provided to all users without charge. Equity research and dealer commentary from the world's premier brokerage houses and market makers is distributed to their preferred clients via **THE BLOOMBERG** terminal.

**BLOOMBERG Business News** covers companies, industries and markets with over 3,000 stories/day. **THE BLOOMBERG Forum** provides in-depth interviews with corporate executives and industry experts in multi-media format on the **THE BLOOMBERG**. **THE BLOOMBERG Portfolio System** is also included in the basic **BLOOMBERG** service, and is provided to all **BLOOMBERG** customers at no additional charge. Display and analysis are performed instantaneously using current market prices, and denominated in up to 12 different currencies. All news, research and commentary relating to the holdings in the portfolio can be monitored and retrieved with ease.

Qualified customers can conduct automatic execution against dealer inventory. Selected brokers and soft dollar firms offer DOT-interfaces via **THE BLOOMBERG**.

An electronic messaging network, **THE BLOOMBERG Message System**, connects 250,000 **BLOOMBERG** users to a private, point-to-point confidential message system.

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**Bloomberg  
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**BLOOMBERG Magazine is another quality link between BLOOMBERG, the fastest growing financial information service, and our subscribers. BLOOMBERG Magazine effectively supplements and enhances the on-line delivery of BLOOMBERG information and analytics. For BLOOMBERG users, who rely on us for the latest innovations in pricing, modeling and analytics, BLOOMBERG Magazine is both a "must read" when published and a "must save" for future use. Articles range from sophisticated, in-depth coverage of securities products to current business and industry analysis, providing practical market intelligence from many of the finest writers in journalism today.**

**Unmatched Editorial Content**

**BLOOMBERG Magazine draws on the resources of BLOOMBERG Business News and Applications Specialists. BLOOMBERG Business News, a global news service, is staffed by writers who previously contributed to such publications as The Wall Street Journal, Forbes, Newsweek, Time, U.S. News & World Report and Institutional Investor. BLOOMBERG Magazine is also staffed by experts called Applications Specialists who were experienced traders, portfolio managers, analysts, and talented industry professionals. They travel around the world to conduct hundreds of BLOOMBERG client seminars. This combined intelligence base allows BLOOMBERG Magazine to offer superior editorial content unlike any other financial magazine.**

**Distinctive Advertising Audience**

**Advertisers can now reach the world's top financial professionals, the true decision makers. Each day, executive and financial managers (Presidents, CEO'S, Managing Directors, CFO'S, Treasurers, Pension Fund Directors, etc.), investment advisors (Portfolio Managers, Trust Officers, etc.), salespeople, analysts, and traders rely on THE BLOOMBERG to make their business decisions.**

**Broad Circulation and Multiple Print Ad Exposure**

**Each monthly issue of BLOOMBERG Magazine is delivered to all 35,000 primary users automatically. The magazine is shared by another 49,000 readers (2.4 readers per issue on average), bringing total readership to 84,000. BLOOMBERG Magazine gives advertisers the opportunity to place each print advertisement in front of our elite, affluent audience twice - first in the magazine, then in a semi-annual case-bound edition. (Ads will also appear in the Japanese version of BLOOMBERG Magazine.) In addition to print, advertisers can reach our audience through THE BLOOMBERG. On average, there are 3.5 users per terminal, bringing the total audience reach to 122,500. Average audience growth is currently 3,500 per month.**

**Electronic Advertising**

**A full color advertisement in BLOOMBERG Magazine offers the unparalleled opportunity to tap into the power of interactive advertising on THE BLOOMBERG, showcasing products and services 24 hours/day while collecting valuable leads and market research.**

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## Advertising Text Pages

A few BLOOMBERG key strokes allow advertisers to deliver product descriptions, promotion tie-ins and client education at their own discretion. This powerful medium also helps advertisers to generate requests for brochures, catalogs and other information. Electronic advertising is available to all BLOOMBERG Magazine advertisers at no additional charge for a 30-day period during the month in which their ad or print campaign appears in BLOOMBERG Magazine.

## Electronic Advertising Response

Advertisers can generate immediate subscriber response through two mediums - THE BLOOMBERG and BLOOMBERG Magazine. Advertisers with BLOOMBERG terminals can access electronic mail to and from all potential customers through BLOOMBERG's system.

## Advertiser Research

Electronic surveys allow us to continuously expand our profile of THE BLOOMBERG user base and analyze their reaction to the magazine. Advertisers may also use the electronic capabilities of THE BLOOMBERG to conduct research about BLOOMBERG magazine subscribers' interest in and satisfaction with their products and services.

## Video Taped Seminars

Advertisers can invite BLOOMBERG subscribers and prospects to attend company-sponsored seminars. Without charge, advertisers can use BLOOMBERG video training facilities in New York and London.

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